

### ***The Heart Truth's First Ladies Red Dress Collection***

From Thursday, May 12 through Monday, May 30, 2005, *The Heart Truth* brought the Red Dress symbol to life at The John F. Kennedy Center for the Performing Arts with *The Heart Truth's First Ladies Red Dress Collection*. Unveiled during National Women's Health Week, the exhibit featured red gowns and suits worn by America's First Ladies, who joined *The Heart Truth* to raise awareness of the #1 killer of women—heart disease. Dresses and suits loaned by America's First Ladies, Honorary Chairs of the Board of Trustees of the Kennedy Center, were exhibited on the Millennium Stage in the Grand Foyer of the Kennedy Center, which averages approximately 10,000 visitors per day. Participants included:

#### **MRS. LAURA BUSH**

*First Lady, 2001– present*

Mrs. Bush, the ambassador for *The Heart Truth*, wore her red Carolina Herrera suit to the Bolshoi Theater in Moscow and to *The Heart Truth's* Red Dress Collection Fashion Show 2005 in New York City.

#### **SENATOR HILLARY CLINTON**

*First Lady, 1993–2001*

Senator Clinton's cashmere mock turtleneck dress designed by Cliff Chally was worn to one of President Clinton's major speeches to a Joint Session of Congress in 1993 and that same year on Valentine's Day.

#### **MRS. BARBARA BUSH**

*First Lady, 1989–1993*

Mrs. Bush's red evening gown with gold floral overlay by designer Arnold Scassi was worn while hosting a White House State Dinner for the President of the Republic of Argentina in 1991.

#### **MRS. NANCY REAGAN**

*First Lady, 1981–1989*

Mrs. Reagan wore her red lace Oscar de la Renta evening gown when President Reagan was presented with the Order of the Bath by Queen Elizabeth II in 1989 in London, England.

#### **MRS. ROSALYNN CARTER**

*First Lady, 1977–1981*

Mrs. Carter wore her Lady Bowden-designed double-breasted suit frequently during President Carter's days in The White House.

**MRS. BETTY FORD**

*First Lady, 1974 –1977*

Mrs. Ford's red crepe Neiman Marcus suit with its flared skirt was one of her favorites, and was worn many times throughout her husband's Presidency.

**MRS. CLAUDIA (LADY BIRD) JOHNSON**

*First Lady, 1963-1969*

Mrs. Johnson wore her red evening gown, designed exclusively for her by Mary McFadden, at her 80 th birthday celebration at the Lyndon Baines Johnson Library and Museum.

Images supporting the campaign are available at [www.hearttruth.gov](http://www.hearttruth.gov).